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WOMEN'S ATTITUDES TOWARD

W O O L A N D O T H E R F I B E R S

IN SUITS, SKIRTS, AND SWEATERS

Preliminary Summary Report
Washington, D. C.
April 1956

This report deals with women's use of and attitudes toward wool and competing fibers in suits, skirts, and sweaters. This study is one of a series concerning consumer preferences for farm products conducted by the Market Development Branch, Marketing Research Division. This phase of market research is under the direction of Trienah Meyers.

Technical advice during the development of the specifications of the study was provided by Agricultural Research Service, The Wool Bureau, Inc., National Knitted Outerwear Association, and Geigy Chemical Corporation.

The data on which this report is based were collected by Stewart, Dougall & Associates, Inc., of New York, under contract with the United States Department of Agriculture.

WOMEN'S ATTITUDES TOWARD

W O O L A N D O T H E R F I B E R S

IN SUITS, SKIRTS, AND SWEATERS

A Preliminary Summary Report

by Esther S. Hochstim, project director
Market Development Branch

This preliminary report of an extensive study presents a preview of some of the major findings relating to women's use of and attitudes toward wool and other fibers in 3 items of clothing: fall, winter, and spring suits and skirts, and sweaters without regard to season. A full report containing detailed information on these topics and also on the other subjects included in the questionnaire is being prepared for publication.

The data reported here are based on 2,425 personal interviews made between October 1955 and January 1956 with homemakers and with other women between 18 and 65 years of age. The sample of respondents was selected by area probability techniques to be representative of all households in the United States.

The study was restricted to readymade items that had been worn in the past year, i.e., items in active use. Suits were described as "a skirt and jacket that are worn together as an outfit, usually along with a blouse"; skirts, as "all types except those that are part of suits or 2-piece dresses"; and sweaters as "all types, but not polo shirts or T-shirts."

Women were asked, for each of the 3 items of clothing, what fibers they owned, had bought in the past year, had had most experience with, and preferred; and their reasons for selecting the last item they had bought. Results are based on the women's memory or understanding of what the fibers or blends were.

Ownership and recent purchase.--According to women's statements, about 6 out of 10 active wardrobes included fall, winter, or spring suits; about 5 out of 10 included skirts for cool-weather wear; and about 7 in 10 sweaters. Somewhat less than a third of the suit owners had bought a suit in the past year, but about half the skirt and sweater owners had bought these items in the past year (table 1).

Table 1.--Percentage distribution of replies to the questions: "Do you have any readymade fall, winter, or spring suits (skirts) (any readymade sweaters) at the present time?" 1/ "Have you bought any such suits (skirts, sweaters) for yourself during the past year?"

Replies	Fall, winter, or spring — Suits		Fall, winter, or spring — Skirts		Sweaters	
	Percent		Percent		Percent	
Had in active wardrobes		63		55		74
Bought in past year	19		27		36	
Did not buy in past year	44		28		38	
Did not have		37		45		26
Number of cases	2,425		2,425		2,425	

1/ Tabulation includes only those items that, according to a later question, had been worn during the past 12 months.

Fibers in active wardrobes and recently purchased.--For fall, winter, or spring suits and skirts, wool was the outstanding fiber, regardless of whether women were telling about the items in their active wardrobes or about those bought in the past year. Rayon or acetate, wool blends, and cotton also received prominent mention. Aside from orlon in skirts, no other fiber was named by more than 3 percent of the women (table 2). 1/

Although wool was the leading sweater fiber owned, it ranked second to orlon among the fibers bought in the past year. Nylon, cotton, cashmere, and wool blend sweaters were also owned and bought by substantial proportions of women.

1/ The findings reported here relate to the proportions of women who owned or bought garments in the various fibers. Data on the number of items owned or bought and the proportions of total items represented by each of the fibers will be shown in the full report. In any case, however, it may be difficult to relate study data to production figures for a number of reasons, including: (1) differences in description of clothing items, (2) noncomparability of population groups -- the survey sample includes women between 18 and 65 years of age while production figures include juniors', misses' and women's clothing, and (3) differences between production reporting periods and the period for which women in the study reported purchases.

Table 2.--Women who had in their active wardrobes sweaters or fall, winter, or spring suits or skirts, and women who had bought such sweaters, suits, or skirts in the past year: Percentage distribution of fibers owned and those bought in past year

Fibers	Fall, winter, or spring —				Sweaters	
	Suits		Skirts			
	In active wardrobe	Bought in past year	In active wardrobe	Bought in past year	In active wardrobe	Bought in past year
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Wool	74	56	76	61	76	39
Wool and rayon	17	10	13	7	1	*
Wool and cotton	4	2	5	3	2	1
Wool and dacron	3	5	3	3	--	--
Wool and silk	1	2	--	--	--	--
Wool and nylon	*	1	1	1	2	1
Wool and orlon	1	1	4	4	1	1
All other wool blends	1	2	*	1	1	1
Cotton	15	7	46	25	16	8
Cotton and rayon	2	1	1	1	--	--
Rayon or acetate	35	17	34	17	1	*
Silk	2	2	3	1	--	--
Linen	1	1	2	2	--	--
Dacron	1	1	1	1	1	1
Orlon	1	1	7	6	41	53
Nylon	*	*	1	*	32	19
Cashmere	--	--	--	--	10	7
Vicara	--	--	--	--	2	2
Acrilan	--	--	--	--	*	1
All other fibers	*	2	*	*	1	*
All other blends	1	2	1	1	2	2
Not specified	2	1	3	1	*	*
Don't know	5	6	4	5	2	2
Number of cases	1,524	3/ 463	1,324	3/ 657	1,798	3/ 892

1/ Percentages add to more than 100 because some women named more than 1 fiber.

2/ Asterisk indicates less than 1 percent.

3/ Includes a few women who received suits, skirts, or sweaters as gifts.

Fiber preferences.--Wool received highest mention as the fiber preferred for each of the 3 items of clothing, with wool blends second in the cases of suits and skirts (tables 3, 4, and 5). For sweaters, orlon was second and nylon third among the preferred fibers.

Women showed a strong tendency to say that they preferred the fiber with which they had had most experience. In suits and skirts, this tendency was most widespread for wool, with about 8 out of 10 women who said they had had most experience with wool saying this was their preferred fiber. Women who had had the most experience with a fiber other than wool gave first rank in preferences to that fiber and second rank to wool. For sweaters, on the other hand, orlon received the highest loyalty vote, with 9 out of 10 women who had had the most experience with orlon naming it as their preference.

Information about fibers.--Asked to comment on the good points and bad points of various fibers, practically all women who owned suits, skirts, or sweaters indicated enough knowledge of wool to name its advantages and disadvantages. For suits and skirts, about 7 in 10 indicated information about rayon or acetate; about 5 in 10 about wool blended with rayon, and 3 or 4 in 10 about orlon, dacron, and wool blended with dacron, nylon, or orlon. For sweaters, about 6 in 10 appeared to have information about orlon or nylon, about 4 in 10 about cashmere, and practically none about vicara (tables 6, 7, and 8).

Good points of fibers.--Outstanding among wool's virtues in the minds of owners of suits and skirts were its performance -- that it wears well, holds its shape, doesn't wrinkle easily -- and its warmth. Other wool attributes that received high mention were its attractive appearance and its ease of care -- particularly that it cleans well or looks well after dry cleaning. The picture for wool blends was substantially the same as for wool (tables 6 and 7).

The major advantages cited for rayon or acetate in suits and skirts were coolness, performance, and ease of care.

Among the smaller groups of women who were able to cite good points for orlon or dacron suits or skirts, ease of care (particularly washability), and performance ranked highest.

The great majority of comments on wool for sweaters related to its warmth, mentioned by more than twice as many women as spoke of its good wearing qualities. Appearance, ease of care, and texture were also named by important proportions (table 8).

The leading appeal named for orlon and nylon in sweaters was their washability, followed by performance and texture. Cashmere sweaters were praised mainly for softness of texture and for appearance.

Table 3.--Women who had fall, winter, or spring suits in their active wardrobes: Percentage distribution of replies to the question, "Of all the fibers used for fall, winter, and spring suits, which one would you say is best for these suits?" according to fiber experience

Suit fiber preferred	Total	Suit owners who reported most experience with -- 1/					
		Wool	Wool and rayon	Other wool blends	Rayon or acetate	Cotton	All others
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Wool	66	80	26	21	31	33	19
Wool and rayon	7	3	53	14	5	3	7
Wool and dacron	5	6	3	7	3	--	4
Wool and cotton	1	2/*	1	32	1	2	--
Wool and orlon	1	1	2	7	1	--	--
Wool and nylon	*	*	2	--	1	--	--
All other wool blends	*	*	--	4	--	--	--
Rayon and acetate	7	2	3	7	46	3	4
Cotton	3	*	--	4	2	53	13
Orlon	3	3	5	--	2	2	4
Dacron	2	3	3	--	2	2	2
All other fibers	1	*	--	--	1	--	15
All other blends	1	*	1	--	2	--	9
No preference	3	2	1	4	3	2	23
Number of cases	1,524	1,124	103	3/28	160	62	3/47

1/ In answer to the question: "Which fiber have you had the most experience with for fall, winter, and spring suits?" 74 percent said wool, 7 percent wool and rayon, 2 percent other wool blends, 10 percent rayon or acetate, 4 percent cotton, 1 percent other fibers, 2 percent could not say.

2/ Asterisk indicates less than 1 percent.

3/ Number of cases too small for reliable conclusions.

Table 4.--Women who had fall, winter, or spring skirts in their active wardrobes: Percentage distribution of replies to the question, "Of all the fibers used for fall, winter, and spring skirts, which one would you say is best for these skirts?" according to fiber experience

Skirt fiber preferred	Total	Skirt owners who reported most experience with -- 1/					
		Wool	Wool and rayon	Other wool blends	Rayon or acetate	Cotton	All others
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Wool	57	76	12	21	26	23	12
Wool and rayon	5	2	52	--	6	2	8
Wool and dacron	4	4	7	8	3	2	2
Wool and orlon	3	3	6	18	1	1	2
Wool and cotton	1	2/ *	2	24	--	1	6
Wool and nylon	1	1	2	--	--	1	2
Cotton	10	2	2	10	5	56	4
Rayon or acetate	6	2	3	3	43	2	8
Orlon	5	5	4	--	4	5	13
Dacron	2	2	4	--	2	3	6
All other fibers	1	*	--	3	1	1	6
All other blends	*	*	2	--	2	--	2
No preference	5	3	4	13	7	3	29
Number of cases	1,324	865	67	3/ 38	119	184	51

1/ In answer to the question, "Which fiber have you had the most experience with for fall, winter, and spring skirts?" 65 percent said wool, 5 percent wool and rayon, 3 percent other wool blends, 14 percent cotton, 9 percent rayon or acetate, 2 percent other fibers, 2 percent could not say.

2/ Asterisk indicates less than 1 percent.

3/ Number of cases too small for reliable conclusions.

Table 5.--Women who had sweaters in their active wardrobes: Percentage distribution of replies to the question, "Of all the fibers used for fall, winter, and spring sweaters which one would you say is best for these sweaters?" according to fiber experience

Sweater fiber preferred	Total	Sweater owners who reported most experience with — 1/						
		Wool	Wool blends	Nylon	Orlon	Cotton	Cashmere	All others
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Wool	40	55	7	7	1	29	4	10
Wool and nylon	1	1	19	1	--	1	--	--
Wool and orlon	1	1	4	--	1	--	--	--
Wool and cotton	1	--	30	--	--	--	--	2
All other wool blends	2/ *	*	11	1	--	--	--	--
Orlon	33	26	4	31	91	20	19	22
Nylon	12	9	7	53	1	10	--	20
Cashmere	5	4	7	2	3	2	73	5
Cotton	3	1	--	1	1	36	--	--
All other fibers	1	1	--	1	1	--	--	10
All other blends	*	*	4	1	--	--	--	2
No preference	3	2	7	2	1	2	4	29
Number of cases	1,798	1,229	3/ 27	190	187	98	3/ 26	3/ 41

1/ In answer to the question, "Which fiber have you had the most experience with for sweaters?" 68 percent said wool, 2 percent wool blends, 11 percent nylon, 10 percent orlon, 6 percent cotton, 1 percent cashmere, 2 percent could not say.

2/ Asterisk indicates less than 1 percent.

3/ Number of cases too small for reliable conclusions.

Table 6.--Women who had fall, winter, or spring suits in their active wardrobes: Percentage distribution of replies to the questions, "What are all the things that you think are good about wool (rayon or acetate, orlon, dacron, wool with rayon, wool with dacron or orlon or nylon) for fall, winter and spring suits?"

Replies	Wool		Wool and rayon		Wool and dacron or orlon or nylon		Rayon or acetate		Orlon		Dacron	
	Percent		Percent		Percent		Percent		Percent		Percent	
No information about fiber for suits	2		53		72		29		67		75	
Nothing liked about fiber for suits	3		8		3		15		3		3	
Something liked about fiber for suits	1/95		1/39		1/25		1/56		1/30		1/22	
Performance		62		18		17		19		14		11
Wears well, better, stays new looking	36		11		8		11		6		3	
Holds shape, doesn't sag, stretch	22		4		4		2		3		1	
Doesn't wrinkle easily, holds press, pleats	17		5		9		7		6		7	
Doesn't soil easily, spot resistant	3		1		1		2		1		1	
Retains color, color does not fade	3		2/ *		*		1		*		*	
Does not get shiny	1		*		*		*		--		*	
All other performance mentions	*		*		*		--		--		*	
Weight		58		16		6		26		4		3
Warm, heavy, has body	55		7		4		1		2		1	
Versatile, can be worn year round	2		2		*		3		*		*	
Right weight (general)	1		1		*		2		--		*	
Cool, sheer, not bulky	*		6		2		20		2		2	
Variety of weights	--		--		--		*		*		--	
Attractive, rich, smart appearance		26		7		3		9		2		2
Care, cleanability, launderability		15		6		8		14		23		15
Cleans well, easily	7		3		1		4		2		1	
Dry-cleans well, looks new after cleaning	6		2		1		1		*		*	
Presses, irons easily, quickly	1		1		*		3		*		*	
No(little) need to iron, press	1		--		1		*		4		3	
Does not shrink	1		*		1		*		*		*	
Is washable, don't have to dry-clean	*		1		4		5		13		8	
Washes, dries, easily, quickly	*		*		1		2		7		4	
All other care mentions	*		--		*		--		*		*	
Texture		6		2		3		3		3		1
Soft, like soft feel, look	3		1		2		2		3		1	
Like the texture, the feel	2		1		1		1		*		*	
Variety of textures, weaves	1		--		--		*		--		--	
Drapes well, tailors well		4		1		*		2		*		*
Comfort		3		5		1		4		1		1
Comfortable (general)	2		2		*		3		1		*	
Not itchy, scratchy; nonallergic	1		3		1		1		*		1	
Takes dye well, comes in nice colors		2		1		*		1		1		*
Right price; reasonable, not too expensive		1		6		*		8		*		*
All others		1		*		*		1		1		*
Not ascertained		1		*		--		--		--		--
Number of cases	1,524		1,524		1,524		1,524		1,524		1,524	

1/ Percentages for individual comments (left column) may add to more than the group totals (right column) and these add to more than the total naming something liked about the fiber because some women named more than 1 characteristic.
2/ Asterisk indicates less than 1 percent.

Table 7.--Women who had fall, winter, or spring skirts in their active wardrobes: Percentage distribution of replies to the questions, "What are all the things that you think are good about wool (rayon or acetate, orlon, dacron, wool with rayon, wool with dacron or orlon or nylon) for fall, winter, and spring suits?"

Replies	Wool		Wool and rayon		Wool and dacron or orlon or nylon		Rayon or acetate		Orlon		Dacron	
	Percent		Percent		Percent		Percent		Percent		Percent	
No information about fiber for skirts	2		55		70		30		61		76	
Nothing liked about fiber for skirts	4		8		2		16		4		2	
Something liked about fiber for skirts	1/94		1/37		1/28		1/54		1/35		1/22	
Performance		59		16		19		17		17		11
Wears well, better, stays new looking	33		9		8		10		5		4	
Holds shape, doesn't sag, stretch	23		4		4		2		5		2	
Doesn't wrinkle easily, holds press, pleats	15		5		10		7		8		7	
Doesn't soil easily, spot resistant	3		1/ *		1		1		1		1	
Retains color, color does not fade	3		*		*		*		1		1	
Does not get shiny	1		*		*		*		--		*	
All other performance mentions	*		--		*		*		*		*	
Weight		57		15		7		20		4		2
Warm, heavy, has body	55		8		5		1		1		1	
Versatile, can be worn year round	1		1		*		2		*		*	
Right weight (general)	*		1		1		2		1		*	
Cool, sheer, not bulky	1		5		1		15		2		1	
Variety of weights	*		*		*		*		--		--	
Attractive, rich, smart appearance		29		8		3		13		4		2
Care, cleanability, launderability		13		5		12		15		27		16
Cleans well, easily	7		2		2		4		2		1	
Dry-cleans well, looks new after cleaning	4		1		*		1		*		*	
Presses, irons, easily, quickly	1		1		1		4		1		1	
No (little) need to iron, press	1		*		2		*		5		3	
Is washable, don't have to dry-clean	1		1		8		6		18		9	
Does not shrink	1		*		1		*		1		1	
Washes, dries easily, quickly	*		*		1		2		7		4	
All other care mentions	*		--		--		--		--		--	
Drapes well, tailors well		5		1		1		1		1		*
Texture		5		2		2		3		3		1
Soft, like soft feel, look	2		1		1		1		3		*	
Like the texture, the feel	2		1		1		2		*		1	
Variety of textures, weaves	1		*		--		*		--		--	
Takes dye well, comes in nice colors		2		1		*		1		*		*
Comfort		1		4		2		3		1		*
Comfortable (general)	1		1		1		2		*		*	
Not itchy, scratchy; nonallergic	*		3		1		1		1		*	
Good selection of styles, good style		1		*		--		*		*		--
Right price, reasonable, not too expensive		*		7		*		8		1		*
All others		1		*		1		*		*		*
Not ascertained		1		*		--		--		--		--
Number of cases	1,324		1,324		1,324		1,324		1,324		1,324	

1/ Percentages for individual comments (left column) may add to more than the group totals (right column) and these add to more than the total naming something liked about the fiber because some women name more than 1 characteristic.

2/ Asterisk indicates less than 1 percent.

Table 8.--Women who had sweaters in their active wardrobes: Percentage distribution of replies to the questions, "What are all the things that you think are good about wool (cashmere, nylon, orlon, vicara) for sweaters?"

Replies	Wool		Orlon		Nylon		Cashmere		Vicara	
	Percent		Percent		Percent		Percent		Percent	
No information about fiber for sweaters	2		38		35		58		96	
Nothing liked about fiber for sweaters	9		4		7		4		1	
Something liked about fiber for sweaters	1/ 89		1/ 58		1/ 58		1/ 38		2/ 3	
Weight		72		9		9		8		3/*
Warm, heavy, has body	72		5		4		7			
Right weight (general)	*		1		1		*			
Versatile, can be worn year round	*		*		*		*			
Variety of weights	*		--		*		--			
Cool, sheer, not bulky	*		3		4		1			
Performance		34		26		20		7		1
Wears well, better, stays new looking	20		7		7		5			
Holds shape, doesn't sag, stretch	16		20		12		2			
Retains color, color does not fade	2		4		3		*			
Doesn't soil easily, spot resistant	1		*		*		--			
All other performance mentions	*		*		*		--			
Attractive, rich, smart appearance		15		7		6		20		*
Care, cleanability, launderability		11		45		46		3		1
Is washable, don't have to dry-clean	5		17		14		2			
Washes easily, quickly, no need to block	3		23		28		1			
Cleans well, easily	2		2		2		*			
Dry-cleans well, looks new after cleaning	1		*		*		*			
No(little) need to iron, press	--		1		1		--			
Does not get knotty, nubby	*		1		*		*			
Does not shrink	*		5		3		*			
Presses, irons easily, quickly	*		*		*		*			
Texture		9		17		11		26		1
Soft, like soft feel, look	7		16		10		24			
Like the texture, the feel	2		1		1		2			
Variety of textures, weaves	*		--		*		--			
Takes dye well, comes in nice colors		4		3		2		1		*
Drapes well, fits well		3		1		1		1		--
Comfort		2		6		4		2		*
Comfortable (general)	2		2		1		1			
Not itchy, scratchy; nonallergic	*		4		3		1			
Right price, reasonable, not too expensive		1		3		2		*		*
Good selection of styles, good styles		1		*		*		*		--
Mothproof, doesn't require moth care		*		*		1		*		*
All others		*		*		*		*		--
Not ascertained		1		*		*		*		--
Number of cases	1,798		1,798		1,798		1,798		1,798	

1/ Percentages for individual comments (left column) may add to more than the group totals (right column) and these add to more than the total naming something liked about the fiber because some women named more than 1 characteristic.
2/ Detail not shown because of the small proportion of women involved.
3/ Asterisk indicates less than 1 percent.

Criticisms of fibers.--Fewer women named things that were "not so good" about each fiber than named "good" points. On the negative as well as on the positive side, more women made comments on the better known fibers than on those that were less widely known (tables 9, 10, and 11).

More than half said there was nothing they disliked about wool for suits or skirts, and about 2 in 5 said this about wool for sweaters. Among those who did criticize wool, a leading comment came from women who considered themselves allergic to it or found it irritating. Particularly for sweaters women spoke of difficulty in caring for wool, saying that it shrinks, doesn't wash well, or needs to be dry-cleaned.

About 5 women in 10 criticized rayon or acetate for suits and skirts, 3 in 10 commenting on performance. These women said mainly that it wrinkles easily, becomes shiny, doesn't keep shape, or doesn't wear well in general.

For sweaters, about half the women said there was nothing they disliked about orlon and 3 in 10 that there was nothing they disliked about nylon. Inasmuch as almost 4 in 10 said they knew nothing about these fibers, the proportions criticizing these fibers were small, particularly for orlon. The leading criticism in both cases was that the fiber does not perform well, doesn't keep its shape. Some women said that these fibers get knotty or nubby when washed, and a few made other criticisms.

The largest number of complaints about cashmere for sweaters related to its cost.

Reasons for selecting suits, skirts, and sweaters.--Fabric plays an important role in the selection of suits, skirts, and sweaters, as shown by the reasons women gave for choosing the last item they bought. Major reasons for selection were fabric, color, and style, with fabric having a particularly strong lead in sweater selection (table 12).

Table 9.--Women who had fall, winter, or spring suits in their active wardrobes: Percentage distribution of replies to the questions, "What are the things that are not so good about wool (rayon or acetate) orlon, dacron, wool with rayon, wool with dacron or orlon or nylon) for fall, winter, and spring suits?"

Replies	Wool		Wool and rayon		Wool and dacron or orlon or nylon		Rayon and acetate		Orlon		Dacron	
	Percent		Percent		Percent		Percent		Percent		Percent	
No information about fiber for suits		2		53		72		29		67		75
Nothing disliked about fiber for suits		55		29		23		24		24		18
Something disliked about fiber for suits		1/43		1/18		2/ 5		1/47		2/ 9		2/ 7
Itchy, irritating; allergic to fiber		23		1		1		3/*		*		*
Performance		10		10		1		31		2		1
Shows dirt easily, spots easily	4		*				2					
Does not keep shape, sags, stretches	2		3				6					
Wrinkles easily, doesn't hold press	1		4				11					
Becomes shiny	1		1				6					
Clings to body, sticks; static electricity	1		*				1					
Color fades, changes; doesn't hold color	*		*				2					
Ravels, pulls out at seams	*		*				4					
Does not wear well (general)	1		3				6					
All other performance mentions	*		--				*					
Weight		8		3		1		10		4		3
Too warm, too heavy, too bulky	8		1				1					
Too cool, too sheer	*		2				9					
Care, cleanability, launderability		7		2		1		9		1		1
Not washable; has to be dry-cleaned	4		1				1					
Shrinks	3		1				3					
Does not dry-clean well	--		*				1					
Presses poorly, burns easily, sticks, melts	*		*				4					
All other care mentions	*		*				1					
Not mothproof, danger of moths, must store		4		*		--		*		--		--
Price; too expensive, not economical		2		*		*		*		*		*
Not good looking		*		2		*		6		1		1
All others		*		1		1		*		1		1
Number of cases	1,524		1,524		1,524		1,524		1,524		1,524	

1/ Percentages for individual comments (left column) may add to more than the group totals (right column) and these add to more than the total naming something disliked about the fiber because some women named more than 1 characteristic.

2/ Detail not shown because of the small proportion of women involved.

3/ Asterisk indicates less than 1 percent.

Table 10.--Women who had fall, winter, or spring skirts in their active wardrobes: Percentage distribution of replies to the questions, "What are the things that are not so good about wool (rayon or acetate, orlon, dacron, wool with rayon, wool with dacron or orlon or nylon) for fall, winter, and spring skirts?"

Replies	Wool		Wool and rayon		Wool and dacron or orlon or nylon		Rayon or acetate		Orlon		Dacron	
	Percent		Percent		Percent		Percent		Percent		Percent	
No information about fiber for skirts	3		55		70		30		61		76	
Nothing disliked about fiber for skirts	53		27		26		23		29		18	
Something disliked about fiber for skirts	1/ 44		1/ 18		2/ 4		1/ 47		2/ 10		2/ 6	
Itchy, irritating; allergic to fiber		19		1		1		3/ *		*		*
Care, cleanability, launderability		12		4		1		9		1		1
Now washable; has to be dry-cleaned	9		2				2					
Shrinks	4		1				2					
Doesn't wash well, easily, doesn't dry quickly	1		*				2					
Presses poorly, burns easily, sticks, melts	*		*				4					
All other care mentions	1		1				1					
Performance		10		9		1		33		3		1
Shows dirt easily, spots easily	5		1				2					
Does not keep shape, sags, stretches	3		3				5					
Wrinkles easily, doesn't hold press	1		3				14					
Becomes shiny	1		1				7					
Clings to body, sticks; static electricity	1		*				1					
Does not wear well (general)	*		2				6					
Color fades, changes; doesn't hold color	*		*				1					
Ravels, pulls out at seams	*		1				5					
All other performance mentions	*		*				*					
Weight		7		2		*		7		3		2
Too warm, too heavy, too bulky	7		1				*					
Too cool, too sheer	*		2				7					
Not mothproof, danger of moths, must store		5		*		*		--		--		--
Price; too expensive, not economical		3		*		*		*		1		*
Not good looking		1		2		*		5		1		1
All others		1		*		1		1		1		1
Number of cases	1,324		1,324		1,324		1,324		1,324		1,324	

1/ Percentages for individual comments (left column) may add to more than the group totals (right column) and these add to more than the total naming something disliked about the fiber because some women named more than 1 characteristic.

2/ Detail not shown because of the small proportion of women involved.

3/ Asterisk indicates less than 1 percent.

Table 11.--Women who had sweaters in their active wardrobes: Percentage distribution of replies to the questions, "What are the things that are not so good about wool (cashmere, nylon, orlon, vicara) for sweaters?"

Replies	Wool		Orlon		Nylon		Cashmere		Vicara	
	Percent		Percent		Percent		Percent		Percent	
No information about fiber for sweaters		2		38		35		58		96
Nothing disliked about fiber for sweaters		39		49		30		13		2
Something disliked about fiber for sweaters		1/59		1/13		1/35		1/29		2/ 2
Care, cleanability, launderability		31		4		9		4		1
Shrinks	18		*		*		1			
Doesn't wash well, easily; doesn't dry quickly	9		1		1		1			
Not washable; has to be dry-cleaned	7		*		*		2			
Gets knotty or nubby	2		3		8		1			
All other care mentions	1		*		*		*			
Itchy, irritating; allergic to fiber		28		*		2		1		*
Performance		9		5		22		3		1
Does not keep shape, sags, stretches	6		4		18		1			
Does not wear well (general)	1		*		*		2			
Color fades, changes; doesn't hold color	1		*		2		*			
Clings to body, sticks; static electricity	*		1		1		--			
All other performance mentions	2		1		1		*			
Weight		5		3		6		*		*
Too warm, too heavy, too bulky	5		*		1		*			
Too cool, too sheer	*		3		5		*			
Not mothproof, danger of moths, must store		4		*		--		1		*
Price; too expensive, not economical		2		1		*		23		*
Not soft; doesn't feel, look soft		1		*		1		--		*
Not good looking		*		1		1		--		--
All others		*		1		1		*		--
Number of cases	1,798		1,798		1,798		1,798		1,798	

1/ Percentages for individual comments (left column) may add to more than the group totals (right column) and these add to more than the total naming something disliked about the fiber because some women named more than 1 characteristic.

2/ Detail not shown because of the small proportion of women involved.

3/ Asterisk indicates less than 1 percent.

Table 12.--Women who had bought sweaters or fall, winter, or spring suits or skirts, in the past year: Percentage distribution of replies to the questions, "Can you tell me the most important reason why you happened to select this particular sweater (suit, skirt)?" "What other things influenced you to select this sweater (suit, skirt)?"

Replies	Fall, winter, or spring -- Suits	Fall, winter, or spring -- Skirts	Sweaters
	Percent 1/	Percent 1/	Percent 1/
ATTRIBUTES OF THE GARMENT ITSELF:			
Fabric mentions	66	65	78
Liked material (general)	22	15	6
Wanted a specific fiber	17	25	45
Weight; warm, heavy; cool, light	16	13	19
Liked texture or construction	10	15	14
Fabric will wear well	8	5	4
Good quality fabric	5	3	2
Wrinkle resistant; will hold press	5	5	--
Versatile; good for year-round wear	5	--	--
Soil resistant; will not show soil	1	2	--
Easy to care for	2	8	27
Will hold shape, not stretch or snag	--	1	8
Nonirritating, nonallergic	--	1	4
New fiber, wanted to try	--	--	5
All other fabric mentions	1	1	1
Liked color, wanted that color	61	61	65
Liked style	55	63	40
Fit, fit well	24	23	7
Looked well on, was becoming	10	6	1
Versatile style, for many occasions	6	3	2
Well tailored, well finished	5	4	1
Attractive, good looking	3	3	5
Matched other things in wardrobe	--	2	4
OTHER FACTORS:			
Price was right; was on sale	27	24	21
Well known brand, good brand	6	2	2
Recommended by friend, relative	3	1	3
All other factors	1	1	1
NOT ASCERTAINED	2	1	2/ *
Number of cases	459	653	863

1/ Percentages (left column) add to more than group totals and these add to more than 100 because some women named more than 1 characteristic.

2/ Asterisk indicates less than 1 percent.